

REDEFINING REALITIES:

*#someREACTdifferent*

A TIME OF GREAT CHANGE  
FOR GREEK TOURISM



17 OCTOBER 2019



HILTON ATHENS

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## IN A NUTSHELL

Greek Tourism can no longer be only an observer of the new changing global travel market condition.

The annual conference of SETE called for reactions based on the pillars of sustainable development, innovation & experience.

## YIANNIS RETSOS

President of SETE



**"This is a time of great change for Greek tourism. We should no longer accept to be bystanders (or observers) but take action and support Greek tourism to adapt to these developments".**

Yiannis Retsos referred to the ever-changing conditions in the global travel market and the urgent need to adapt Greek tourism to new developments. As he pointed out, "this is the time of great changes for Greek tourism".

"Our future image must focus on the maturity of the destination which is linked to sustainability, innovation, technology and culture. Along the way, it is useful to look at already successful models and adopt, where appropriate, international best practices. "

Regarding the case of Thomas Cook, he said that "it is a fact that should concern us and make us think how to diversify our selling channels. Referring to Greece's main tourism product "sun & sea", a product which has made Greece renowned all over the world, Retsos said that it must be maintained and taken a step further.

"This product must never be abandoned, as this is what we have to 'sell' and what the world knows us for. But we need to enrich it for it to gain many other dimensions," he said, adding that the country's gastronomy and culture must be included.

"We also have the most important element that our foreign visitors recognize and reward us for: the human factor," Retsos underlined, citing a recent INSETE study that found that tourists in Greece seek to socialize with locals, seeing it as an experience during their holiday.

"We have to incorporate all this into our main product – sun & sea... We need to compose the product and target the right markets," he said. In any case, tourism cannot operate on an autopilot. For the next day, both strategic direction & immediate action are needed "



## PAUL PAPADIMITRIOU

Founder Intelligencr & Master Of Ceremony



“A new era of travel is upon us. A shift in behavior and, more importantly, in values of the customer has been sparking here and there for a few years, now accelerating, with the tipping point closer than ever. To stand out, Greece needs to stand tall, to rethink its culture of tourism — mixing ancient heritage with the sprouts of its future, surfacing what has been there all along, and what is yet only a promise — it needs to grow higher”.

## KEYNOTE 1

## PATRIK GUSTAVSSON

CEO, The Amager Bakke Foundation



There is a lot of pressure today for greener infrastructure. Copenhill, artificial ski slope and recreational hiking area, built on top of the new waste management centre, is turning into a modern landmark symbolizing Copenhagen's attempt to be the world's first climate-neutral capital. This kind of combination - without discounts on the safety of citizens and visitors - is an example of hedonistic sustainability & is now possible thanks to modern technology.

## ■ FIRESIDE CHAT\_

### STEVE VRANAKIS

Chief Creative Officer for Greece at Government of the Hellenic Republic



with PAUL PAPADIMITRIOU

Steve Vranakis, working with digital, design and advertising companies around the world and helping to create one of the top digital technology studios - the Google Creative Lab, has focused on bringing technology and creativity together. Mr Vranakis, who recently took over as Chief Creative Officer at the Prime Minister's Office, as a special adviser to the Prime Minister, Kyriakos Mitsotakis, pointed out that "The crisis that our country went through during the previous years was long-lasting and we must motivate Greeks who went abroad to return to their home country. We invest so much on educating our children just to help them to go abroad and get jobs in major overseas organizations, whilst we live in a country that has great potential. I want to encourage more professionals to return to Greece, following my example, to see the new emerging opportunities. "Speaking of our country's rebranding, he underlined that " we rebrand products, not people". Last but not least, he supported that "we must celebrate the culture and creativity that are happening right now".

## ■ KEYNOTE 2\_

### DAVID ROWAN

Expert on Technology Trends and Corporate Innovation  
Founding Editor-in-chief 2008-2017, WIRED UK



"Innovation relates to the business core, its aim and its ability to adapt new technology to new customer requirements so as to keep serving that aim. This mentality must be fueled throughout the company by the leadership team".



## ■ KEYNOTE 3\_

### ALEJANDRO BARRERA

Founder & Chief Editor, The Aleph Report



“Millenials travel to find answers. Looking for verified authenticity, they use technology for decision making in order to build their experience. They want to support local economies at -their favorite- underdeveloped destinations”.

## ■ KEYNOTE 4\_

### DOUGLAS QUINBY

Co-founder & CEO, Arival



“Experiences, the things travelers do when they get there, are what drive travel. Transportation and accommodation are the enablers, the “how,” of travel. Tours, activities, attractions... these are the “why.” To capture and captivate the next generation of travelers, we as industry, and destination marketers in particular, must shift our focus from the industry to the customer, from the “how” to the “why””.



### ■ PANEL

#### Speakers:

**CATHARINA FISCHER**

**PETRA STUŠEK**

**TIA HALLANORO**

Moderator:

**DOUGLAS QUINBY**

How has the role of DMOs changed over the past decade and what are the key challenges DMOs are facing in 2019? This session kicked off with sharing the most innovative practices from three destinations; Germany, Finland & Slovenia. We learned about the future of publicly financed tourism marketing and the importance of open data from the case of Germany. Afterwards, the audience travelled to the world's happiest nation and learned about the My Helsinki concept and the first city's mini program with WeChat – model for China's outbound tourism. Lastly, it was the case of Slovenia and its capital Ljubljana being the inspiration for many in terms of regeneration of the city, smart waste management, sustainability and more. Furthermore, a discussion took place on how DMOs can work better with tourism providers to enhance or create better products and what are the challenges they have to deal with.

#### **CATHARINA FISCHER**

Digital Marketing Strategist, Tourismuszukumft

A woman, Catharina Fischer, is standing on a stage, gesturing with her hands while speaking. Behind her is a large screen displaying the hashtag "#someREACTdifferent" in a stylized font. The screen also shows a silhouette of a person on the left side.

"Tourism (destination) marketing is in constant transition over the last years. On the one hand we have on-going changes in travel needs and behaviors and on the other hand we have dominant global platforms and a constant evolving technology. If we still just talking about marketing strategies we will fail the need to rethink & reshape business models as well as organizational structures. In order to cope with a constant changing environment – including climate change – we need optimal conditions to think differently and infrastructures and governments enabling that".

### PETRA STUŠEK

CEO, Ljubljana Tourism



"Global social, economic, political environments, digitalization, affordable prices, climate changes have impacted all industries around the world, including the tourism sector. Ljubljana used to be the hidden gem, but in the past decade it is not hidden any more. It remained a gem, although its facing some challenges due to popularity. Switching to renewable sources, using new technology innovations to disperse visitors, closing city center for traffic, planning zero waste and making it accessible to all is helping us achieving sustainable development. And most of all, not excessively annoying the locals".

### TIA HALLANORO

Director of Brand Communications & Digital Development,  
Helsinki Marketing



"Sustainability is the biggest disruptor the travel industry will ever face. In Helsinki, we believe that every service provider is ready for improvement – and this is why we wish to offer tools and a platform for each individual and every company to function even more sustainably. Use your platform for action and don't shy away from unlikely alliances. Radical collaboration is the way to solve problems that are too big for anyone to solve independently".



## KEYNOTE 5\_

### DIANNE MCGRATH

Director, Food For Thought Consulting  
Mars One Astronaut Candidate



“There will be no waste on Mars. Survival relies on 100% sustainability. To achieve this ‘waste’ is redefined as a valuable resource; and how we REACT to the inevitable challenges determines our future. In reality, this is no different here on Earth“.

## KEYNOTE 6\_

### STEVE LOWY

Director & Co-founder, Umi Digital  
Chairman of the Hotel Marketing Association  
Head of Toposophy UK



"The Hotel Industry of the future has to challenge itself to be relevant. Using technology to enhance the experience rather than remove people will be powerful and will allow hotels to maximise time on what they are best at ... looking after customer with an amazing hospitality experience".

## KEYNOTE 7\_

TED PAPAKOSTAS

Archaeologist



"Today stories from our past were narrated with storytelling techniques. If we showcase our cultural resources in a creative and modern way, we can captivate travelers. That is why, we must take noticeable actions to include these "stories" in order to meet the demands of the modern travelers. After all, Greece's main products are 'culture' and 'tourism' and their creative interconnection is imperative".



# Masterclasses

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## MASTERCLASS 1

‘Employer Branding – A Deep Dive from Culture to Recruitment’



"After inspiring the audience of SETE's conference last year, **David Bizer**, founder and CEO of Talent Fountain, returned with a masterclass on employer branding, during which he shared hands-on experience of how an employer becomes a brand by attracting the most talented employees".

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## MASTERCLASS 2

‘How to approach the German market online’



Digital Marketing Strategist **Catharina Fischer**, highlighted alternative ways of approaching the German market through digital tools.

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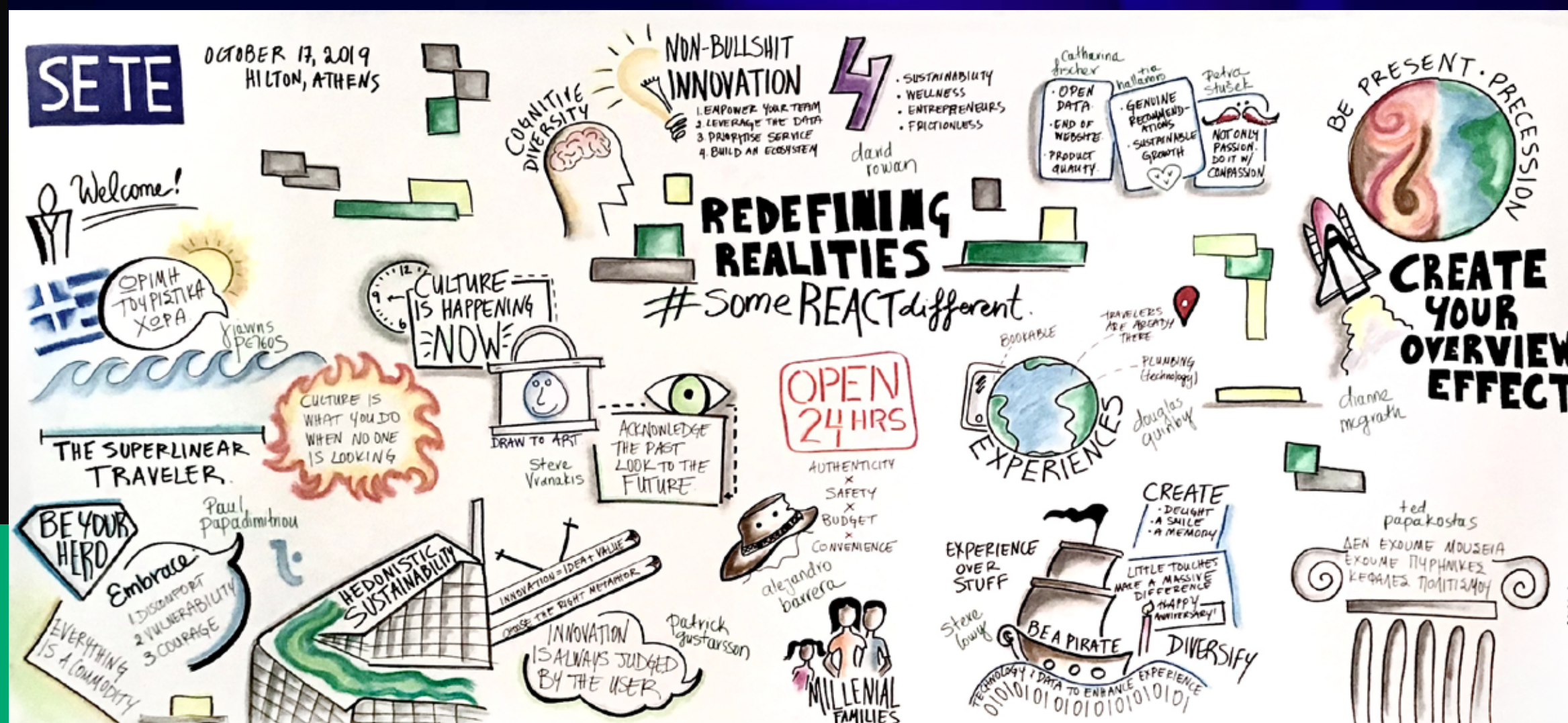


## REDEFINING REALITIES:

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## LIVE ART

Graphic recording by **Dena Argyropoulou**



## tech alley exhibitors



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GuestFlip



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